

Message Text

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 COME-00 /017 W

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R 290605Z JAN 76

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 7369

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

UNCLAS CANBERRA 0690

SYDNEY ALSO PASS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR AUSTRALIA - FY 77

(SECTION III)

1. EMBASSY RECOMMENDATIONS FOR SECTION III - PROGRAMMED ACTIVITIES OF FY 77 CCP FOR AUSTRALIA ARE TRANSMITTED HEREWITH. DRAFT SECTION HAS BEEN PREPARED ON BASIS INFORMAL CONSULTATIONS WITH POSTS AND TRADE CENTER ALTHOUGH, AS PREVIOUSLY MENTIONED, WITHOUT BENEFIT OF CCAG MEETING. IT THEREFORE REMAINS HIGHLY TENTATIVE IN FORM AND SUBJECT TO FURTHER MODIFICATION PENDING FINALIZATION BY OIM OF FY 77 TRADE PROMOTION PROGRAM FOR AUSTRALASIA, RETURN OF E/C COUNSELOR FROM HOME LEAVE, AND ARRIVAL OF AMBASSADOR-DESIGNATE HARGROVE, AND SUBSEQUENT CCAG OR EQUIVALENT MEETING.

2. RECOMMENDED CAMPAIGNS ARE LISTED IN PARA 3, OMITTING, FOR TIME BEING, MOST DETAILS OF CAMPAIGN WORKSHEETS. RELATED TRADE CENTER AND OTHER PROMOTIONAL EVENTS ARE LISTED WHERE ALREADY SCHEDULED. ROUTINE QUARTERLY ACTIVITIES SUCH AS TRADE OPPTS, PERSONAL CALLS, BSP'S, NOT ENUMERATED AT THIS STAGE. IN GENERAL, OBJECTIVE IN ALL CAMPAIGNS WILL BE TO INVOLVE COMMERCIAL OFFICERS AT POSTS MORE EXTENSIVELY IN TRADE PROMOTION AND OTHER ACTIVITIES SUCH AS BRIEF MARKET REPORTS, UNCLASSIFIED

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PROMOTION OF ATTENDANCE AT EXHIBITIONS IN U.S., AND AGENTS'

CATALOG SHOWS. THIS WILL BE SPELLED OUT IN FINAL CCAG RECOMMENDATIONS. CAMPAIGN MANAGERS ALSO REMAIN TO BE DESIGNATED.

3. EMBASSY RECOMMENDS FOLLOWING CAMPAIGNS BE INCLUDED IN FY 77 CCP (CERTAIN NON-ROUTINE EVENTS TO RECEIVE CCP SUPPORT LISTED IN PARENTHESES):

A. COMPUTERS AND RELATED EQUIPMENT. (TRADE CENTER EDP EXHIBITION NOVEMBER 1976; INFO '76 EXHIBITION, CHICAGO, SAME MONTH).

B. CONSUMERS GOODS. (TRADE CENTER OUTDOOR RECREATION EQUIPMENT EXHIBITION, MAY 1977; SEVERAL U.S. EXHIBITIONS ON RELATED THEMES; UPDATE CONSUMER PRODUCTS MARKET STUDIES COMPLETED BY SYDNEY COMMERCIAL SECTION IN 1974; SERIES OF TRADE CENTER WINDOW DISPLAYS; IN-STORE PROMOTION, MELBOURNE).

C. POLLUTION CONTROL EQUIPMENT. (HOLD TECHNICAL SEMINARS WITH VOLSPEAKER, IF ONE CAN BE SCHEDULED).

D. BUSINESS EQUIPMENT. (MICROGRAPHICS TRADE MISSION; POSSIBLE TRADE CENTER EXHIBIT).

E. FOOD PROCESSING AND PACKAGING EQUIPMENT. (NATIONAL PACKAGING WEEK '76: "INTERNATIONAL PACKAGING AND ASSEMBLY", CHICAGO, OCTOBER 1976; TRADE CENTER FOOD PROCESSING AND PACKAGING EQUIPMENT EXHIBITION, AUGUST 1977).

4. FOLLOWING NON-CAMPAIGN INITIATIVES ARE PROPOSED:

A. VISIT USA (IN ADDITION TO CUSTOMARY PROMOTION ACTIVITIES, EMPHASIZE COMMERCIAL TRAVEL TO U.S.).

B. MAJOR EXPORT PROJECTS (EMPHASIS ON WESTERN AUSTRALIAN DEVELOPMENTS; ALSO UTILIZE NEWLY APPOINTED MINERALS ATTACHE).

C. MARKET RESEARCH ON PETROLEUM EXPLORATION AND TECHNOLOGY, CHEMICAL AND PETROCHEMICAL EQUIPMENT, WOODWORKING AND FORESTRY INDUSTRIES, MODERN HOUSING.

D. POSTS WILL SEEK OPPORTUNITIES TO HOLD SEMINARS OR OTHER APPROPRIATE EVENTS FOR PURPOSE OF FAMILIARIZING LOCAL COMMUNITIES WITH U.S. COMMERCIAL SERVICES AVAILABLE.

E. SYDNEY COMMERCIAL SECTION WILL, AS A PILOT PROJECT WITH POSSIBLE MISSION-WIDE APPLICATION, EXPLORE FEASIBILITY
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INSTALLATION OF DESK COMPUTER SYSTEM AS AID TO COMMERCIAL OPERATIONS.

F. POSTS WILL SUPPORT TRADE CENTER EVENTS SUCH AS EDUCATIONAL TRAINING AIDS EXHIBITION (MARCH 1977), HEALTH CARE INDUSTRIES EXHIBITION (SEPTEMBER 1977) AND OTHERS WHICH MAY BE DECIDED UPON.

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